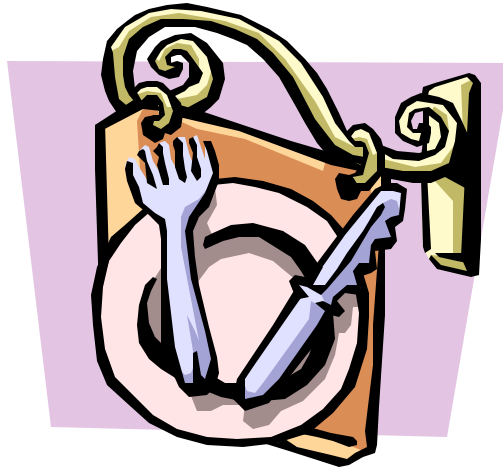


Breakfast Marketing



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INTRODUCTION

Breakfast is the most important meal of the day for both children and adults. Unfortunately, it is also the meal skipped most often. Studies conducted by researchers at Boston and Tufts Universities show a positive relationship between academic performance, reduced tardiness, and absenteeism when students eat breakfast. Teachers cannot teach a hungry child whose attention wanders and whose comprehension is diminished. Nutritional experts agree that breakfast starts the day off with **FUEL TO LEARN!**



Recent studies reveal that one out of every four adults skips breakfast. Adolescents are even more likely to skip breakfast. Teenage girls experienced a drop in breakfast consumption from 84% in 1965 to 65% in 1991. There are several reasons noted for the reduction in breakfast consumption. Possible reasons include the growing number of working women, single parents, and concerns about diet and body image. Also, not all schools offer breakfast.

The school breakfast must meet minimum nutritional standards as set by USDA, and a certain number and amount of components must be offered. A healthy breakfast should be rich in complex carbohydrate (including fiber), moderate in protein, and low in fat and sugar (sucrose). It should include at least two servings from the Bread/Cereal/Rice and Pasta Group, one serving from the Fruit Group, and one serving from the Milk/Cheese/Yogurt Group.

School Breakfast Program History

The School Breakfast Program (SBP) was established in 1966 as a two-year pilot project designed to provide categorical grants to assist schools serving breakfasts to "nutritionally needy" children. While the term "nutritionally needy" was not defined, the original legislation stipulated that first consideration for program implementation was to be given to schools located in poor areas or in areas where children had to travel a great distance to school. To encourage schools in needy areas to participate, Congress authorized higher federal payments for schools determined to be in "severe need." During the first year of operation, the SBP served about 80,000 children at a federal cost of \$573,000.



During the next few years, the pilot program was extended several times, and a number of modifications were made to expand the program. In 1971, Congress directed that priority consideration for the program would include schools in which there was a special need to improve the nutrition and dietary practices of children of working mothers and children from low-income families. Even more important, in 1973, the categorical grant reimbursement structure was replaced by a system of specific per-meal reimbursement.

In 1975 the program received permanent authorization. As part of the legislation making the SBP permanent, Congress declared its intent that the program "be made available in all schools where it is needed to provide adequate nutrition for children in attendance." Moreover, the legislation continued to emphasize participation by schools in severe need and to provide higher reimbursement to these schools.

In 1975, approximately 2 million children participated in the SBP on a given day. Over the next two decades, participation has increased until today, some 7 million children enjoy a school breakfast each day.

Teaching Concepts for Breakfast

- Talk about the importance of eating breakfast. Emphasize the link between nutrition and learning. Ask students to keep a personal journal of how they feel and perform in school after eating breakfast.
- In social studies classes, discuss breakfast customs in other parts of the world.
- Meet students for breakfast at school during National School Breakfast Week.
- In English or drama classes, plan to have students write and produce public service announcements or even in-school commercials of the School Breakfast Program.
- In art classes, design and make table tents for National School Breakfast Week. Use them in the school cafeteria.
- Discuss how food companies advertise their breakfast foods. Ask students to bring in examples of advertisements or videotapes of TV commercials. Discuss the message these advertisements give. Be sure to tell the students to erase the tapes after being shown in class.
- Teach a class on food labeling and emphasize the need to understand what information is on a food label.



Breakfast Facts

- About 7 million children each day eat school breakfast. (About 27 million children eat school lunch.)
- About 70,000 schools nationwide offer breakfast at school. (Over 96,000 schools offer school lunch.)
- Compared to eating school lunch every day, only about 1 in 4 children eat school breakfast.
- Not every child who eats lunch has an opportunity to eat breakfast in school.
- The great majority of children who currently participate in the

breakfast program (85 %, as opposed to 57% in the lunch program) receive their meals free or at a reduced price. As a result, school breakfast has come to be thought of in many places as a program for low-income children. However, research shows that it is important for all children to eat breakfast, and the School Breakfast Program works to ensure that all children, regardless of their economic status, have access to a nutritious breakfast.

- The School Breakfast Program started out as a two-year pilot program under the Child Nutrition Act of 1966 and was made permanent in October 1975.
- In 1998, school breakfast was served in 70,102 schools and institutions, providing a total of 1,220,575,491 breakfasts.

The Breakfast Studies

A recent State of Minnesota Breakfast Study found that students, who ate breakfasts before starting school, had a general increase in math grades and reading scores, increased student attention, reduced nurse visits, and improved student behaviors. (December 1997)



Researchers at Harvard Medical/Massachusetts General Hospital in Boston found that hungry children are more likely to have behavioral and academic problems than children who get enough to eat. At school, hungry children had more problems with irritability, anxiety and aggression, as well as more absences and tardiness. (Pediatrics, January 1998; Journal of the American Academy of Child and Adolescent Psychiatry, February 1998)

The recent Tufts University Statement 1998 on The Link Between Nutrition and Cognitive Development in Children cites new findings: "Recent research provides compelling evidence that under-nutrition impacts the behavior of children, their school performance, and their overall cognitive development".

The School Breakfast Scorecard, October 1997, produced by the Food Research and Action Center (FRAC) contains data and explanations to assist in evaluating efforts in the 50 states and the District of Columbia to ensure availability of breakfasts in schools to children who might otherwise go without a meal. The scorecard covers the 1996-97 school year.

USDA's School Nutrition Dietary Assessment Study (1993) showed that School Breakfast Program meals are nutritionally superior to other breakfasts, including breakfasts at home, on many key nutrients.

A 1989 study published in the American Journal of Diseases of Children found that "Participation in the School Breakfast Program is associated with significant improvements in academic functioning among low-income elementary school children."

Choosing Cereal

When selecting healthy cereals for breakfast, keep these pointers in mind:

- Check ingredients. A grain should be listed first. The shorter the list, the less processed the cereal. Avoid added ingredients like honey, molasses, sugar (dextrose or maltose), corn syrup, salt, nuts, coconut, and vegetable oils.
- Watch serving sizes. One ounce of puffed wheat or rice is about 1 cup, but 1 oz. of dense cereal like granola may equal only ¼ cup.
- Check sugar content. Look for less than 5g sucrose per serving. The ratio of total carbohydrate to protein should be about 8-1.
- Look for at least 3g fiber per serving. Bran and whole grain cereals are highest in fiber. Oatmeal and oat bran contain soluble fiber which may reduce blood cholesterol levels if eaten as part of a low fat diet.
- Check for low fat content -- less than 3g fat per serving. Keep fat intake low by serving low fat (1%) or skim milk with cereal.



Breakfast Carts

The idea is called intercept merchandising, which means stopping customers in their tracks. It is an effective way to delivery food to today's time-deprived students. It's also a good way to boost revenues in an era of increased competition and tight budgets.

Carts are not only useful for their mobility, but for the flexibility they offer. They can be taken to virtually any location and used for hot entrees or easy-to-eat convenience foods. They are also great for offering extra menu items apart from those served in the regular serving lines for both breakfast and lunch.

Initial investments are low and can potentially increase participation by taking the food to the students.



10 Ways to Get Your Breakfast Program Rolling



1. Invite parents, grandparents or guardians to join their child for breakfast at school. They'll see how easy and nutritious it is! Send children home with a special note or add a box to the lunch menu sent to students' homes announcing the date.
2. Affix an orange dot sticker to the bottom of breakfast trays or placemats. Student whose trays or placemats have the sticker win a free breakfast or other prize.
3. Coordinate a breakfast poster or classroom bulletin board contest.

Ask students to draw a poster about breakfast. Display them all on hallways and in the cafeteria.

4. Ask students to work in groups creating a 60 second commercial on the subject of breakfast. Persuade a local TV or radio station to produce and air the winning entry or announce it over the school loudspeaker.
5. Draw up and copy a page of Breakfast in School Coupons which children can take home for their parents. Parents may redeem them any time during your promotional period.
6. Announce a school-wide contest over the PA system and ask students to answer the question, "Why breakfast is good for me", "Why I love breakfast at school" or "Why I love Orange Juice in the morning." The winner or winners receive free breakfast, free Florida orange juice or another prize of your choice.
7. Prepare an ethnic breakfast. It reinforces the different foods they study in social studies.
8. Ask students to design their own stickers to place on notebooks. Have the food service director and principal choose the winners and award a prize.
9. Arrange for children who now have breakfast at school to bring a friend one morning at no charge or at a discount or let all children who are guests enter their name in a drawing where they can win a prize.
10. Ask all students, teachers and staff to wear orange for the day. Award prizes to the student teacher or staff member who are most creative with their orange attire.

Public Announcements on Breakfast for Elementary School

1. Join in the fun and “Be a Winner!” Shape your future with Breakfast! Be in the cafeteria for school breakfast and participate in all the planned activities for a fun week. Breakfast gets you started with the fuel to learn and energy to win!
2. Eating breakfast is the smart way to start your day. Join us for school breakfast in the cafeteria tomorrow morning. The menu includes: (list descriptive menu items).
3. Enjoying breakfast with a friend is a great way to start your day. It puts a smile on your face and a bounce in your step. Bring a friend to school breakfast tomorrow. The menu is (list descriptive menu items).
4. Be a Winner! Shape your future with Breakfast! Studies show that eating breakfast will help you to pay attention and do better on assignments. Tomorrow, start your day with school breakfast. The menu includes: (list descriptive menu items).
5. Eating breakfast gives you fuel to learn and energy to win! You feel better, stay healthier, study better and can pay attention longer. School breakfast is offered every day and everyone can participate.

Public Announcements on Breakfasts for Secondary School

1. It’s cool. It’s totally great! It’s school breakfast! Get your friends together for breakfast where the neat people meet to eat -- the cafeteria! It’s good for your health and your social life. It might even help your studies, too! Tomorrow’s menu is (list descriptive menu items).
2. Be good to yourself. Improve your looks and your outlook. A nutritious breakfast including milk fuels your body and your mind. Start your day with school breakfast. Tomorrow’s menu is (list descriptive menu items).
3. A great smile! A healthy glow. You can’t get these by skipping breakfast. Stop by the cafeteria every morning to jump start your day with a healthy, balanced breakfast. It’s a smart way to start your day. Tomorrow’s breakfast is: (list descriptive menu items).



Be a Winner with Breakfast!



Dear Parent/Guardian:

You are cordially invited to have breakfast with us on _____
from _____ a.m. to _____ a.m. at (name of school).
Date Date

Breakfast is the most important meal of the day because it gives the body energy to do a good job in school.

A copy of the menu is enclosed.

The charge is _____ for each adult, and _____ for each child.

Please come and join us!



Please sign and return this portion.

I will be attending on (date).

Total Number Adults _____

Total number of children _____

Signature: _____

Breakfast Promotion Tracking Form

School Food Service Manager: _____

School: _____

Address: _____

Number of food service employees in school: _____

School District: _____ County: _____

The following information must be submitted in order to be eligible for the contest:

Participation - Fill in the blanks.

1. Report the total number of breakfast served to students and adults for these two weeks:

(5 serving days) on _____
(date)

(5 serving days) on _____
(date)

2. Was there an increase for the promotion week? ___Yes ___No

If yes, how many more breakfasts did you serve during breakfast promotion week? _____

3. Theme Title: _____

4. Suggested activities for theme:

5. Attach promotion activities documentation - any newspaper clippings, pictures of promotion activities or copies of additional activities that you may have done, and staple or tape any articles to it that pertain to this particular promotion.



Get your Day Rolling Right! Have Breakfast at School

You know what Americans like for breakfast? Did you ever wonder what other people in the world like? Maybe you or someone in your class is from another country and can tell the class about breakfast there. Here are some of the

interesting foods other people in the world use to start the day:

- In Nigeria, breakfast is usually a hot, spicy soup and “gari”. Gari is the fried pulp of the cassaba plant.
- In Russia, there might be a bowl of “kasha”. Kasha is a thick porridge made of grain plus cold meats like ham or salami, smoked fish, cheese and yogurt.
- Egyptians like red beans served with unleavened bread, lentils, tomatoes and often eggs or cheese. Their cheese is made from buffalo or sheep milk.
- Norwegians like a big morning meal. Their “koldtbord” (which means “cold table”) includes a variety of fish. They also serve plates of smoked and cured meats made of reindeer and mutton, assorted cheeses and boiled eggs.
- In Japan, breakfast is often miso soup, rice, grilled fish, pickles and salad. Indonesians also eat rice but it is often fried and eaten with a hot chili sauce.
- The Chinese enjoy rice with steamed, salted fish or preserved sour vegetables. Another common breakfast is “jouk”. Jouk is a thick rice soup with or without meat. When meat is not used, jouk is served with salted eggs.
- People from Australia and New Zealand like the same types of breakfast foods. Children there eat cereal, milk and toast as much like Americans. Grown-ups like steak and eggs, melons and pawpaws. Pawpaws are a type of local fruit.
- In India, “kitcheree” is a favorite. It is a special breakfast rice mixed with lentils, boiled eggs, garlic, onion, cloves, flaked fish and cinnamon.
- The French also have a light morning meal but theirs consists of bread or rolls with butter and jam plus hot chocolate or coffee. This is known around the world as a “continental breakfast”.
- Mexican families have similar breakfast foods as Americans. Cereal and milk or eggs with pinto beans and either corn or flour tortillas and orange juice start their day.
- Italians like a traditional meal of rice and “polenta”. Poleanta is a corn porridge mixed with vegetables and meat. Fresh figs are also served.
- In South America, Venezuelans prefer fruit juice, eggs, bread and “hallacas”. Hallacas is a cornmeal mixture made with meat, raisins, other fruits and vegetables.
- Scottish people in Britain like a porridge made from oats and served with hot milk. They also enjoy eating “kippers” (a smoked, salted fish).
- Dutch children have “boterham” which is a slice of bread with cheese or jam. They eat it with a knife and fork. The Dutch like to have a large choice of breads at their breakfast table.

As you can see, breakfast is a special meal all over the world! Do you know of any other country and what their people enjoy for breakfast?



Healthy Breakfast, Healthy Kids A Handout for Teachers

Do your students have a hard time concentrating in the morning? Do they often complain of upset stomachs, headaches, or fatigue before noon? Do you have more disciplinary problems before lunch than after lunch? Are you concerned about your classes' standardized test scores? Is it possible some of your students are skipping breakfast?

Many children come to school without eating breakfast. Others arrive at school with only a candy bar or soft drink in their stomachs. Even children who can afford breakfast come to school hungry because:

- They don't have time to eat.
- They aren't hungry when they first wake up.
- Their parents have already left for work or are too busy to prepare breakfast.
- They have a long bus ride to school.

Why should your students participate in school breakfast?

- Students who eat breakfast are more alert and attentive. They're less likely to cause disciplinary problems! And they're less likely to end up in the nurse's office complaining of stomachaches or headaches. This means that you'll spend less time maintaining order and getting your students' attention -- and more time teaching.
- Students who eat breakfast perform better on tests. So the hard work you put into teaching children will pay off in test situations.
- School breakfast decreases student absenteeism and tardiness. This means you will have more valuable classroom time to spend with each child.
- Children from all socioeconomic backgrounds come to school hungry because they don't eat breakfast. And hunger can interfere with a child's ability to learn.

What can you do?

- Teach your students about the importance of breakfast. Help them understand that eating breakfast helps them learn.
- Remind your students about the availability of school breakfast.
- Encourage children who come to school hungry to make the cafeteria their first stop in the morning.
- In diagnosing learning and behavioral difficulties, find out if the student is eating breakfast.
- If you see improvements when students eat breakfast, reinforce the behavior. And be sure to let your principal know too.



Make sure that all of your students come to class ready to learn. Make sure they eat breakfast.



Healthy Breakfast, Healthy Kids A Handout for Parents

What did your child have for breakfast this morning? A donut? Orange pop and chips? Something? Anything?!!

Mornings can be so hectic -- trying to get everyone off on time. It's not always possible to make sure your child eats a good breakfast, but the school breakfast program guarantees that your child gets a nutritious morning meal.

Breakfast is served each school day. It's fast. It's delicious. It's supervised. It's inexpensive. And the school breakfast program is for all children.

- It's for children whose parents work.
- It's for children with long bus rides.
- It's for children who have to prepare breakfast themselves.
- It's for children who get up late.
- It's for children who don't feel like eating when they get up.
- It's for children who want to learn and perform their best.
- It's for everyone.



What can the school breakfast program do for your children?

- Help them feel better in the morning.
- Help them concentrate in school.
- Improve their test scores
- Provide them with a nutritious meal.
- Provide them with the energy to get through the morning.
- Get them to school on time.

What can the school breakfast program do for you?

- It can save you time in the morning -- time you don't have to spend fixing breakfast or getting your children to eat.
- It can help you get to work on time.
- It can promote good eating habits in your child -- habits that carry over into meals at home.
- It can give you peace of mind knowing that each morning your children are getting the nutrients they need in order to learn.

Breakfast -- Don't let your child start school without it!

Here are some examples of typical school breakfasts

Milk Banana Toast Peanut Butter	Milk Peaches Biscuit Scrambled Eggs
Milk Juice Cereal Waffle	Milk Orange Slices Oatmeal Muffin



**Frequent Eater's Card
Super Breakfast**



**Frequent Eater's Card
Super Breakfast**



**Frequent Eater's Card
Super Breakfast**



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Template: C:\Documents and Settings\kmarston.KETS\Application
Data\Microsoft\Templates\Normal.dot
Title: MARKETING BREAKFAST
Subject:
Author: khammond
Keywords:
Comments:
Creation Date: 5/9/2002 12:02 PM
Change Number: 28
Last Saved On: 6/12/2002 3:04 PM
Last Saved By: kmarston
Total Editing Time: 44 Minutes
Last Printed On: 6/12/2002 3:05 PM
As of Last Complete Printing
Number of Pages: 14
Number of Words: 3,718 (approx.)
Number of Characters: 21,194 (approx.)